



# The Junk Mail Report

Consumer Opinions from StopTheJunkMail.com

2nd Quarter -2006

## Top 10 Catalogs Cancelled

Ballard Designs	1
Travel Smith (TravelSmith)	2
Frontgate	3
Home Decorators Collection	4
Restoration Hardware	5
Grandinroad	6
Red Envelope	7
Plow & Hearth	8
Pottery Barn	9
Linsensource	10

## Top 10 Direct Mail Cancelled

Direct Marketing Association	1
Experian (TRW)	2
Geico Direct	3
Equifax	4
Chase Visa	5
Info USA	6
Capital One No Hassle Miles	7
Capital One Credit Card App.	8
Citibank (Citi)	9
Capital One Small Biz Services	10

## Age of Participants

18-24	0%
25-34	8%
35-44	23%
45-64	49%
Over 65	20%

## Annual Income Levels

Under \$50,000	20%
\$50,000-\$75,000	13%
\$75,000-\$100,000	20%
\$100,000-\$125,000	8%
\$125,000-\$150,000	3%
Over \$150,000	13%
No Comment	23%

## Worst Offenders

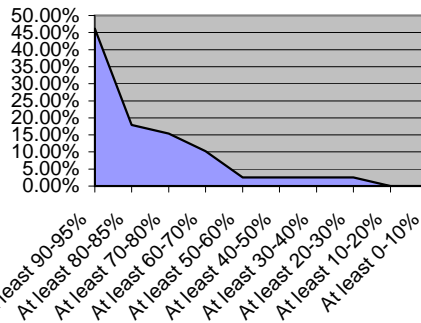
Participants chose whom they believed were the "Worst Offenders" of direct mail. This quarter's results as follows:

Banks	41%
Catalogs	35%
Other	8%
Sweepstakes	5%
Charities	5%
Insurance	3%
Coupons	3%

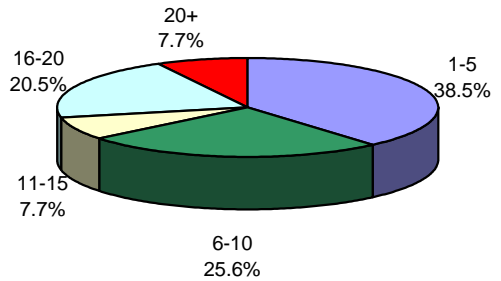
## StopTheJunkMail Survey Results

The StopTheJunkMail.com survey is given anonymously to anyone who wishes to take it. The results are shown below. Sample size varies by quarter but represents a statistically valid sampling with results accurate to plus or minus 3%.

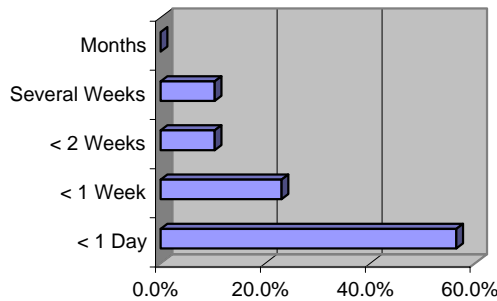
What % of Mail Is Tossed Immediately from USPS?



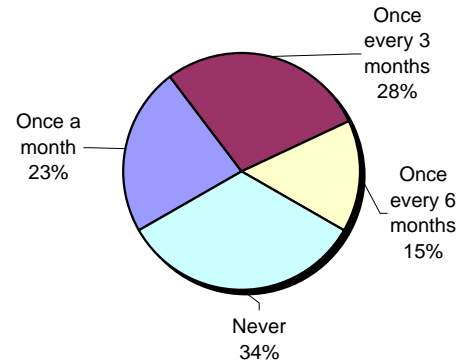
Catalogs Received Per Week



How Long Do You Keep Catalogs?



I'd Like to See Catalogs Come . . .



## Fundraising by Direct Mail

What consumers said about charities:

Too many different fundraising letters	72%
Solicitations come too often	64%
Free gifts do not influence donation	59%
I don't vary my charities based on mailing	67%

## Direct Mail Impact

What they said about direct mail, generally:

Receive too much unsolicited mail	85%
Wouldn't mind if had more control over	23%
Does not mind direct mail at all	8%
Negative impact on the environment	46%

## Catalog Impact

What consumers said about catalogs:

I think special or sale editions of catalogs are a waste because not enough has changed since the last catalog.	64.1%
I would rather receive specific catalogs only once or twice a year, with updates to me via email.	43.6%
Instead of receiving any catalogs, I would rather shop online.	48.7%

The StopTheJunkMail.com survey and the *Junk Mail Report* are property of Harman Research, Inc., Copyright 2006, all rights reserved. To obtain a copy of the report, please email reports@stopthejunkmail.com and include your name, company affiliation and desired use of the report. Reprint permission is granted on a case-by-case basis.